Contents of Volume 18

Number 1

John O'Connor	1	Editorial
		REFEREED PAPERS
M. Honey and D. Botterill	3	Mature students in danger: An evaluation of the survival of older hospitality management undergraduates in the UK
C.H.C. Hsu	17	Learning styles of hospitality students: Nature or nurture?
D.O. Brown and F.A. Kwansa	31	Using IRR and NPV models to evaluate societal costs of tourism projects in developing countries
R.I. Anderson, M. Fish, Yi Xia and F. Michello	45	Measuring efficiency in the hotel industry: A stochastic frontier approach
C. Becker and S.K. Murrmann	59	The effect of cultural orientation on the service timing preferences of customers in casual dining operations: An exploratory study
H. Oh	67	Service quality, customer satisfaction, and customer value: A holistic perspective
		Research Note
B. Lin and J. Patel	83	Theft problems in motels: A survey
		REVIEWS AND REPORTS
	87	Book Reviews
		Call for Papers
A. Reichel	I	Hospitality Management in the Mediterranean Basin

Number 2

John O'Connor	97	Editorial
		DISCUSSION PAPER
N. Johns and P.J. Menzel	99	"If you can't stand the heat!" ... kitchen violence and culinary art
		SELECTED PAPERS
B. Noone and P. Griffin	111	Managing the long-term profit yield from market segments in a hotel environment: a case study on the implementation of customer profitability analysis
S. Luciani	129	Implementing yield management in small and medium sized hotels: an investigation of obstacles and success factors in Florence hotels

REFEREED PAPERS

C.C. Cothran and T.E. Combrink — 143 — Attitudes of minority adolescents toward hospitality industry careers

J.-G. Choi, M.D. Olsen, F.A. Kwansa and E.C.-Y. Tse — 159 — Forecasting industry turning points: the US hotel industry cycle model

P.A. Phillips — 171 — Performance measurement systems and hotels: a new conceptual framework

J. Jun and K.W. McCleary — 183 — Classifying US association meeting planners based on international destination selection criteria: a case study of South Korea

M. Heide, K. Grønhaug and M.G. Engset — 201 — Industry specific measurement of consumer satisfaction: experiences from the business travelling industry

Research Note

W.W. McHone and B. Rungeling — 215 — Special cultural events: do they attract leisure tourists?

REVIEWS AND REPORTS

221 — Book Reviews

Call For Papers

I — Special Issue of the International Journal of Hospitality Management on the topic of: the Asian Economic Crisis and its impact on the Hospitality and Tourism Industries

Number 3

J. O'Connor — iii — Editorial

DISCUSSION PAPER

D. Cameron, J. Gore, T. Desombre and M. Riley — 225 — An examination of the reciprocal affects of occupation culture and organisation culture: the case of chefs in hotels

SELECTED PAPERS

M. Marvel — 235 — Competing in hotel services for seniors

C. Johnson and R. F. Iunius — 245 — Competing in Central Eastern Europe: perspectives and developments

B. Brotherton and G. Adler — 261 — An integrative approach to enhancing customer value and corporate performance in the international hotel industry

M. Kozak and M. Rimmington — 273 — Measuring tourist destination competitiveness: conceptual considerations and empirical findings

REFEREED PAPERS

K.-H. Kim and M. D. Olsen 285 Determinants of successful acquisition processes in the US lodging industry

F. Feng and T. E. Pearson 309 Hotel expatriate managers in China: selection criteria, important skills and knowledge, repatriation concerns, and causes of failure

REVIEW AND REPORTS

323 Book Reviews

I **Announcement**

The Second Symposium on the Consumer Psychology of Tourism, Hospitality, and Leisure (CPTHL)

Number 4

A. Pizam 329 Editorial

A. Pizam 331 Life and tourism in the year 2050

S. Shoemaker and R. C. Lewis 345 Customer loyalty: the future of hospitality marketing

M. D. Olsen 371 Macroforces driving change into the new millennium—major challenges for the hospitality professional

G. Potter and R. S. Schmidgall 387 Hospitality management accounting: current problems and future opportunities

C. C. Muller 401 The business of restaurants: 2001 and beyond

A. J. Singh and F. A. Kwansa 415 Financing the lodging industry in the next millennium

P. Jones 427 Operational issues and trends in the hospitality industry

R. H. Woods 443 Predicting is difficult, especially about the future: human resources in the new millennium